

आनंदराव वि. पाटील, मा.प्र.से.  
आपर सचिव  
Anandrao V. Patil, IAS  
Additional Secretary



भारत सरकार  
शिक्षा मंत्रालय  
स्कूल शिक्षा और साक्षरता विभाग  
Government of India  
Ministry of Education  
Department of School Education & Literacy  
D.O. No. 1-23/2025-PMMP(Health)  
Dated 19<sup>th</sup> September, 2025

2025/44120

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Respected Sir/Ma'am

A.D. (C. & L.)

The Ministry of Health & Family Welfare is launching a nationwide health campaign "Swasth Nari, Sashakt Pariwar Abhiyaan" from 17th September to 2nd October 2025, culminating on Gandhi Jayanti. This Abhiyaan aims to promote women's health and nutrition through health camps, screenings, and awareness activities across the country, in convergence with Poshan Maah observed by the Ministry of Women and Child Development.

2. The Abhiyaan aims to organize health camps across the country, offering a wide range of health services including specialist consultations, focusing on women's health and nutrition. States and Union Territories have been requested to organize these camps in the following categories: Mandals (AAMs), Community Health Centres (CHCs), and other healthcare facilities.

3. Key activities planned during the fortnight include:

1. Women's Health Screening:

- Screening for hypertension, diabetes, oral, breast, and cervical cancers
- Anaemia screening and counselling for adolescent girls and women
- Tuberculosis and Sickle Cell Disease screening, particularly in tribal areas
- Specialist services including gynecology, ophthalmology, ENT, dermatology, psychiatry, dental surgery, mobilized from Medical Colleges, District Hospitals, and Primary Health Centres

2. Maternal and Child Care:

- Antenatal care (ANC) check-ups with counselling and distribution of Mother and Child Protection (MCP) cards
- Immunization services for children

3. Awareness and Behaviour Change Sessions:

- Menstrual hygiene and nutrition education for women and adolescent girls
- Advocacy through Self-Help Groups (SHGs), Panchayati Raj Institutions (PRIs), targeting reduction in cooking oil consumption by 10%
- Nutrition counselling and wellness activities

4. Nikshay Mitra Enrolment Drive:

- Mobilization of "Nikshay Mitras" to support TB patients as part of the Jan Andolan against Tuberculosis, including involvement of "MY Bharat" volunteers

Contd.../-

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ਦਫਤਰ ਜਿਲ੍ਹਾ ਸਿੱਖਿਆ ਅਫਸਰ (ਸੈ.ਸਿ) ਬਠਿੰਡਾ

ਪਿਠ ਅੰਕਟ ਨੰ ਜੀ-1/1 ( ) 2025/ 1950

ਉਪਰੋਕਤ ਦਾ ਉਤਾਰਾ ਸਮੂਹ ਸਕੂਲ ਮੁੱਖੀਆਂ ਨੂੰ, ਲਿਖਕੇ ਭੇਜਿਆ ਜਾਂਦਾ ਹੈ ਕਿ ਉਕਤ ਪੱਤਰ ਅਨੁਸਾਰ ਦਰਜ ਹਦਾਇਤਾਂ ਦੀ ਇੰਨ-  
ਬਿੰਨ ਪਾਲਣਾ ਕਰਨੀ ਯਕੀਨੀ ਬਣਾਈ ਜਾਵੇ।

ਮਿਤੀ 03-10-2025

ਜਿਲ੍ਹਾ ਸਿੱਖਿਆ ਅਫਸਰ (ਸੈ.ਸਿ)

ਬਠਿੰਡਾ।



5. Blood Donation Camps:

- Organization in partnership with agencies like the Indian Red Cross Society and others, aligned with National Voluntary Blood Donation Day on 1st October, aiming to collect 1 lakh units of blood.

6. Engagement of Private Sector Hospitals and Clinics:

- Encouraging private healthcare facilities to participate and conduct health camps for women.

4. The Ministry of Women & Child Development's observance of *Poshan Maah* during September provides an excellent opportunity for convergence with this Abhiyaan, amplifying the impact on maternal, adolescent, and child nutrition.

Your support is requested in the following:

- Issuing guidance to relevant State level departments and institutions under your Ministry for active participation in the Abhiyaan.
- Nominating a Nodal Officer for coordination with the Ministry of Health & Family Welfare.
- Deploying officials to support and coordinate implementation at State, District, and facility levels.
- Facilitating dissemination of Abhiyaan messages via your Ministry's platforms to ensure widespread outreach.
- Mobilizing students and teachers for health awareness sessions, screenings, and enrolment as Nikshay Mitras.

5. The success of this Jan Abhiyan depends on 'Whole-of-Government' participation. Your Ministry's wholehearted involvement will ensure quality execution and far-reaching impact.

6. For further details and coordination, the nominated Nodal Officer may contact Shri Harsh Mangla, Director (NHM I), Ministry of Health & Family Welfare, at office landline: 23061333, mobile: 08084980808, or email: [harsh.mangla@ias.nic.in](mailto:harsh.mangla@ias.nic.in).

7. We look forward to your valuable cooperation and commitment to empowering women's health and strengthening families and communities through this important initiative.

With High Regards

Yours Sincerely,

(Anand Rao V. Patil)

19/9

To,

1. The Chief Secretary / Principal Secretary, Education Departments of State Governments / Union Territories.
2. CBSE, KVS, NVS